

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.B.

From: Ann Kattreh
Parks & Recreation Director

Action ☒

Discussion ☐

Date: June 10, 2014

Information ☐

Subject: Request for Proposal for Park System Master Plan

Action Requested:

Approve a Request for Proposal for a consultant to facilitate the park system master planning process, including a recommendation on the community survey portion of the project.

Information / Background:

The Parks & Recreation Department has a 2013 CIP project of Park Planning and Design/Parks Comprehensive Master Plan. Unfortunately, the project was delayed due to a variety of factors, most notably staff time constraints. The Park Board has a related item of "Strategic Planning with a Comprehensive Needs Assessment" on their 2014 Work Plan. The attached document reflects the recommended changes and additions suggested by the working group and the May 2014 Park Board meeting.

Staff recommends that a GIS (Geographic Information System) inventory be completed as a separate project from this master plan. The GIS information will be helpful to the master plan consultant in the preparation of a master plan. The GIS project will build a comprehensive digital inventory of the parks, recreation facilities and trail system as well as compile demographic and other geographically based decision support information. It will also provide a user friendly interface on the website for park users and will interface with the Park Maintenance and Public Works Departments on work orders. This project will be completed by the end of August.

Staff requests that the Park Board make a decision on the completion of a community survey. A community survey would cost approximately \$20,000. Staff does not recommend doing a community survey at this time, however if the Park Board would like this to be completed as part of the master planning process, staff recommends completing the survey outside of the scope of the master plan consultant. This work could be done under separate contract by one of the vendors that previously completed surveys for the city. Another option for consideration would be to wait to make a decision on a community survey until after consultant proposals are received. At that time the Park Board will have a better idea of the proposed public engagement plan. The total master plan project budget is \$90,000.

If the Park Board approves the Request for Proposal, staff will solicit potential master plan consultants in June. Consultant selection will take place in July and City Council approval will take place on August 5, 2014. Work could begin on the master planning process later in August. The project is expected to take at least 12 months to complete.

Attachments:

Revised DRAFT Request for Proposal for City of Edina Park System Master Plan

DRAFT Edina Park System Master Plan

The City of Edina is seeking professional planning services for the development of a Park, Recreation and Trails Systems Master Plan. This comprehensive planning document will provide a clear 20-year vision for the Edina park system and provide a basis for decision making regarding development and redevelopment of parks, local and regional trail connections, recreational opportunities and funding.

PLANNING PROCESS

- Consultants will meet a minimum of six times with Parks & Recreation Department staff and Park Board Strategic Planning Working Group, the primary project overseer, which has already been appointed.
- In addition to the working group, the Edina Parks & Recreation Department staff, Park Board and City Council will guide the planning process lead by consultants.
- Consultants will also confer with other related city departments (Park Maintenance, Engineering, Public Works, Finance, Public Safety, etc.) to provide technical guidance.
- Strategic planning will be coordinated with ongoing planning and design initiatives such as Three Rivers Parks/Nine Mile Creek Trail, Grandview Area planning, Fred Richards repurpose, etc.
- Final recommendation and facility inventory should consider the entire park system; however, detailed studies have already been completed on most park enterprise facilities (Braemar Golf Course, Braemar Arena, Edina Art Center, Centennial Lakes Park, Edinborough Park, Edina Aquatic Center).
- The City will complete a comprehensive GIS digital inventory of the City of Edina's parks, recreation facilities and trail system, as well as compile demographics and geographically based decision support information. This inventory will be completed by August 29, 2014.
- A city-wide needs assessment survey will be completed by an outside consultant. This work will be completed by August 31, 2014.
- The project is to be completed within 12 months.

SCOPE OF WORK

- Collaborate with Edina Parks & Recreation Department and Park Board to design a user-friendly park system master plan report including maps, photos, diagrams, charts and narrative text to guide the implementation of the community's vision for a sustainable 21st century park and recreation system.

- Collect and review pertinent background information such as GIS data, aerial photography, Comprehensive Plan, Comprehensive Water Resources Management Plan, Bike Plan, Grandview Area redevelopment study, community survey, etc. to establish a baseline for existing demographic and socio economic conditions.
- Research and identify current and emerging trends in peer and aspirational communities and national standards in areas including but not limited to:
 - a. Land
 - b. Trails
 - c. Facilities
 - d. Athletic fields
 - e. Equipment
 - f. Maintenance
 - g. Operations/level of service
 - h. Public art
 - i. Conservation and land stewardship
 - j. Green technologies
 - k. Life-long learning
 - l. Wayfinding
- Draft and implement a public engagement plan to help identify needs, strengths, weaknesses and opportunities of the city's park system. This plan should include a project-specific web page, either hosted by the city or consultant.
- Make recommendations on classification of park system entities according to the National Parks and Recreation Association guidelines.
- Based on the researched trends and the public engagement process, develop and draft a final implementation plan which will include identification of capital costs, prioritization and phasing of improvements and upgrades.
- Assist in the plan approval and adoption process.

PROPOSAL CONTENT

Please provide:

- A statement of the objectives, goals and tasks to illustrate the firm's view and understanding of the proposed project.

- A description of deliverables to be provided.
- An outline of the firm's background and experience with similar projects and a list of personnel who will work on this project. The project manager identified in this proposal will remain in place throughout the project as long as he/she is still employed by the firm. Any changes in other key personnel assigned to the project will need written permission of the project manager.
- A detailed work plan that identifies major tasks to be completed. A timeline for those tasks will be used as a scheduling and management tool. Please identify any optional and add-alternate tasks in this area in a detailed cost breakdown.
- A detailed cost breakdown for the tasks to be performed. Please indicate any assumptions made (i.e. number of meetings, number of drafts, etc.) and include this information with the cost proposal. Total dollar cost for the entire project should also be included.
- Due to the nature of public and agency involvement, it is difficult to pinpoint the exact number of meetings that will be required before a project begins. The consultant is expected to make an educated guess at the number of these meetings in the work plan and in the cost breakdown. Please prepare a typical per meeting cost for the various meeting types expected as part of this project such as Park Board and City Council meetings, open houses, focus groups, etc.
- Proposed public engagement plan.

All proposals should be submitted via postal mail to:

Ann Kattreh, Parks & Recreation Director
 4801 W. 50th St.
 Edina, MN 55424
akattreh@edinamn.gov

All proposals must be received no later than 4 p.m. (central time) on June 27, 2014. Late proposals will not be considered.

Please submit ten copies of the proposal.

PROPOSAL EVALUATION

Representatives from the City of Edina will evaluate all responses received by the deadline. An interview may be a part of the evaluation process.

The proposals will be evaluated in four areas:

1. Project Understanding/Objectives
2. Qualifications/Experience of personnel working on the project
3. Work Plan/Schedule
4. Cost

The city will select a firm that provides a thorough public engagement process, can deliver the project in a timely manner, has quality personnel and experience in park system master planning and can deliver a quality final product for a reasonable cost.

It is expected that the evaluation and selection will be completed by August 4, 2014.